



Processed Fruit and Vegetables in Belgium

November 2025

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Processed Fruit and Vegetables in Belgium - Category analysis

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2025 DEVELOPMENTS

Convenience sustains sales amid subdued health perception

INDUSTRY PERFORMANCE

Balancing affordability, convenience, and freshness

Frozen processed vegetables lead growth through value and practicality

WHAT'S NEXT?

Modest growth ahead, led by frozen products

Premiumisation and naturalness to shape consumer demand

Sustainability and technological advancement to support category evolution

COMPETITIVE LANDSCAPE

Private label consolidates leadership across formats

Frozen specialists drive innovation and growth

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Staple Foods in Belgium - Industry Overview

EXECUTIVE SUMMARY

Economic stability and evolving eating habits support steady growth

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INDUSTRY PERFORMANCE

Indulgence, local sourcing, and naturalness define consumer choices

Consumers balance wellness, value, and sustainability

Plant-based innovation and clean labels drive category evolution

WHAT'S NEXT?

Naturalness and premium simplicity to guide future growth

Shifts in consumption patterns and retail dynamics

COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through quality and tradition

Innovation and sustainability drive growth in plant-based products

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